

# FACSIMILE COVER SHEET

RECEIVED  
CENTRAL FAX CENTER  
JAN 21 2009

*The Law Offices of*  
**STRAUB & POKOTYLO**

788 Shrewsbury Ave.  
Tinton Falls, NJ 07724

Telephone: 732-936-1400  
Facsimile: 732-936-1401  
Internet site: [www.sp-ip.com](http://www.sp-ip.com)

To: U.S. Patent and Trademark Office

Facsimile No.: (571) 273-8300

From: Leonard P. Linardakis, Esq.

Date: January 20, 2009

Number of Pages Including Cover: 46

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.);
- 3) Request for a Three (3) Month Extension of Time (2 pgs.);
- 4) Appeal Brief (29 pgs.);
- 5) Claims Appendix (10 pgs.);
- 6) Evidence Appendix (1 pg.); and
- 7) Related Proceedings Appendix (1 pg.).

Attorney Docket No.: Google-47 (GP-108-00-US)

Appl. No.: 10/614,736

Applicant: Georges R. HARIK

Filed: June 30, 2003

Title: SERVING ADVERTISEMENTS USING A SEARCH OF ADVERTISER WEB INFORMATION

TC/A.U.: 2168

Examiner: Debbie M. Le

## CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patents and Trademark Office on the date shown below.

Leonard P. Linardakis

Type or print name of person signing certification



Signature

January 20, 2009

Date

RECEIVED  
CENTRAL FAX CENTER  
JAN 21 2009

Please type a plus sign (+) inside this box --->

Modified PTO/SB/21 (08-00)

Approved for use through 10/31/2002, OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

## TRANSMITTAL FORM

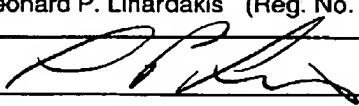
(to be used for all correspondence after initial filing)

<b>TRANSMITTAL FORM</b> <i>(to be used for all correspondence after initial filing)</i>	<b>Application Number</b>	10/614,736
	<b>Filing Date</b>	June 30, 2003
	<b>First Named Inventor</b>	Georges R. HARIK
	<b>Group Art Unit</b>	2168
	<b>Examiner Name</b>	Debbie M. Le
<b>Total Number of Pages in This Submission</b>	Attorney Docket Number	
	Google-47 (GP-108-00-US)	

### ENCLOSURES (check all that apply)

<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached  <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s)  <input checked="" type="checkbox"/> Extension of Time Request  <input type="checkbox"/> Express Abandonment Request  <input type="checkbox"/> Information Disclosure Statement  <input type="checkbox"/> Certified Copy of Priority Document(s)  <input type="checkbox"/> Response to Missing Parts/ Incomplete Application  <input type="checkbox"/> Response to Missing Parts under 37 CFF: 1.62 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input checked="" type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): - Claims Appendix - Evidence Appendix - Related Proceedings Appendix
Remarks		

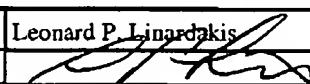
### SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Leonard P. Linardakis (Reg. No. 60,441)
Signature	
Date	January 20, 2009

### CERTIFICATE OF FACSIMILE

I hereby certify that this correspondence is being facsimile transmitted to the United States Patents  
and Trademark Office on this date:

January 20, 2009

Typed or printed name:	Leonard P. Linardakis
Signature	
Date	January 20, 2009

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

RECEIVED 003/046  
CENTRAL FAX CENTER  
JAN 21 2009

Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0651-0032  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

# FEE TRANSMITTAL for FY 2008

Effective 09/30/2007. Patent fees are subject to annual revision.

Applicant claims small entity status. See 37 CFR 1.27

**TOTAL AMOUNT OF PAYMENT** (\$ 1,150.00)

## Complete if Known

Application Number	10/614,736
Filing Date	June 30, 2003
First Named Inventor	Georges R. HARIK
Examiner Name	Debbie M. Le
Art Unit	2168
Attorney Docket No.	Google-47 (GP-108-00-US)

## METHOD OF PAYMENT (check all that apply)

Check  Credit card  Money Order  Other  None

 Deposit Account:

Deposit Account Number 50-1049  
Deposit Account Name Straub & Fokotylo

The Commissioner is authorized to: (check all that apply)  
 Charge any underpayment of fee(s) indicated below  Credit any overpayments  
 Charge any additional fee(s) due in connection with the filing submitted herewith  
 Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

## FEE CALCULATION

## 1. BASIC FILING, SEARCH &amp; EXAMINATION FEES

Large Entity	Small Entity	Fee	Fee	Fee Description	Fee Paid
		(\$)	(\$)		
1090	545	Utility fee			
460	230	Design fee			
720	360	Plant fee			
1520	760	Reissue fee			
220	110	Provisional fee			
<b>SUBTOTAL (1)</b>		(\$ 0.00)			

## 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims		Extra Claims	Fee from below	Fee Paid
Independent Claims		-20** =	X	=
Multiple Dependent		-3** =	X	=

Large Entity	Small Entity	Fee	Fee	Fee Description
		Code (\$)	Code (\$)	
1202	52	2202	26	Claims in excess of 20
1201	220	2201	110	Independent claims in excess of 3
1203	390	2203	195	Multiple dependent claim, if not paid
1204	220	2204	110	**Reissue independent claims over original patent
1205	52	2205	26	**Reissue claims in excess of 20 and over original patent
<b>SUBTOTAL (2)</b>		(\$ 0.00)		

\*\* or number previously paid, if greater. For Reissues, see above

## 3. ADDITIONAL FEES

Large Entity	Small Entity	Fee Code (\$)	Fee (\$)	Fee Description	Fee Paid
1051	130	2051	65	Surcharge - late filing fee or oath	
1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet	
1053	130	1053	130	Non-English specification	
1812	2,520	1812	2,520	For filing a request for ex parte reexamination	
1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action	
1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action	
1251	130	2251	65	Extension for reply within first month	
1252	490	2252	245	Extension for reply within second month	
1253	1,110	2253	555	Extension for reply within third month	1,110.00
1254	1,730	2254	865	Extension for reply within fourth month	
1255	2,350	2255	1,175	Extension for reply within fifth month	
1401	540	2401	270	Notice of Appeal	
1402	540	2402	270	Filing a brief in support of an appeal	**
1403	1,080	2403	540	Request for oral hearing	
1451	1,510	1451	1,510	Petition to institute a public use proceeding	
1452	540	2452	270	Petition to revive - unavoidable	
1453	1,620	2453	810	Petition to revive - unintentional	
1501	1,510	2501	755	Utility issue fee (or reissue)	
1502	860	2502	430	Design issue fee	
1503	1,190	2503	595	Plant issue fee	
Petitions to the Commissioner - check fee sheet					
1807	50	1807	50	Processing fee under 37 CFR 1.17(c)	
1806	180	1806	180	Submission of Information Disclosure Stmt	
8021	40	8021	40	Recording each patent assignment per property (times number of properties)	
1809	810	2809	405	Filing a submission after final rejection (37 CFR 1.129(a))	
1810	810	2810	405	For each additional invention to be examined (37 CFR 1.129(b))	
1801	810	2801	405	Request for Continued Examination (RCE)	
1802	900	1802	900	Request for expedited examination of a design application	
40.00					

Other fee (specify) Fee increase for Appeal Brief\*\*

\* Reduced by Basic Filing Fee Paid

**SUBTOTAL (3)** (\$ 1,150.00)

SUBMITTED BY					
Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 936-1400
Signature	<i>John C. Pokotylo</i>			Date	January 20, 2009

**WARNING:** Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.